

ACM SIGGRAPH Executive Committee Agenda

Thursday, February 6, 2020

2 - 3 PM PDT/ 5 - 6 PM EDT

Meeting Attendees:

Adam Bargteil, Executive Committee, *Director and Chair-Elect*

Bob Berger, Leadership Consultant

Jenna Feldman, Project Manager

Adam Finkelstein, Executive Committee, *Director*

Mashhuda Glencross, Executive Committee, *Director*

Evan Hirsch, Communications Committee, *Chair*

Jessica Hodgins, Executive Committee, *President*

Mona Kasra, Executive Committee, *Director*

Brad Lawrence, Executive Committee, *Treasurer*

Scott Owen, Governance Committee, *Chair*

Mikki Rose, Conference Advisory Group, *Incoming Chair*

Peter-Pike Sloan, Executive Committee, *Director*

Cindy Stark, Conference Director

Paul Strauss, Executive Committee, *Director*

Brian Wyvill Executive Committee, *Vice-President*

1) Virtual Conference Attendance [Revisited] (Mikki)

- a) Mikki addressed a variety of questions posed during the Jan 23 EC call.
 - i) Generally, they do have the ability to turn access to the content off and do any of the options post-conference that would be preferred.
 - ii) Jessica briefed the EC on her conversation with Ashley regarding SIGCHI's experience with virtual attendance. In summary, their experience incurred various problems but is not relevant to SIGGRAPH's plan to implement virtual attendance.
 - iii) Next, the EC discussed what an ideal pricing structure would be for virtual attendance.
 - (1) For now, the EC agreed that they would set the general price that is publically available at \$250, \$100-dollar price-point for members, and then send a coupon code to last year's attendees to sell it at \$100 after early registration closes.
 - iv) Second, the EC discussed who would be owning the labor of this project.
 - (1) Mikki noted that it would be mostly Freeman and SmithBucklin marketing that own the project.
 - (a) The three main responsibilities are 1) deliver a schedule of what needs to be produced to Freeman, 2) provide any

scope of changes to Freeman, and 3) help coordinate e-commerce.

- (i) Mikki will get more information on this and what the scope of responsibilities looks like.
- (b) Cindy noted that it's important that the EC identifies who will own the e-commerce portion of the responsibilities.
 - (i) The registration for this is completely separate from the process for the main conference registration system.
- v) Third, the EC discussed how this project will be categorized in the budget and if it will be officially considered a conference or organization activity.
 - (1) After discussion on how this will be categorized in the conference budget, the EC came to a decision that it will be designated as a special project and come from the reserve fund, unless the conference can eventually cover it, then it will be placed in the conference budget.
 - (2) Brad will give it a special project code and track expenses.
- vi) Jessica noted that a long-time goal with this is to have it break-even and assign value to having higher quality content in the DL. The goal is to make revenue and reach a much wider audience, which will be best for the contributors and field overall.

ACTION ITEM: Mikki look into the specifics of the scope of responsibilities and e-commerce role and report back to the EC over email.

- b) The EC agreed they want this to happen and decided to form an ad hoc committee to move forward with the process. Brad, Mona, Mikki, and Cindy agreed to be a part of the committee for virtual attendance.

ACTION ITEM: Brad, Mikki, Mona, and Cindy will create a plan for running e-commerce for virtual attendance registration and propose price-points for approval to the EC.

2) Approve EC Meeting Minutes - January 23, 2020

- a) **APPROVED**

3) Update on Leonardo (Mona)

- a) For context, Mona explained that the current contract with Leonardo is ending this year. The contract to renew with Leonardo is highly expensive, which has encouraged SIGGRAPH to consider different options like creating their own publication. However, if their plans do not manifest in time, they will have to renew with Leonardo.
 - i) Generally, there are two choices they are considering: 1) creating SIGGRAPH's own journal, or 2) using PACMCGIT.

(1) As for using PACM, they have been putting together a proposal, but with the understanding that the process is very unique for PACM.

(a) The EC expressed concerns with the fitness of PACM to the SIGGRAPH needs.

ii) The EC expressed a need to involve all interested parties in this final decisions, including CAG, AAG, EC, Publications committee, and any other group that has a stake before taking it to ACM.

ACTION Item: Mona to provide Mikki with a summarized update on the Leonardo/publication process to present to the CAG.

4) [EC voting only] Nominations committee members (Jessica)

a) The EC discussed and voted on two volunteers who were nominated for high-level positions.

b) Kalina Borkiewicz

i) **APPROVED**

c) Marc J. Barr

i) **APPROVED**

5) [EC Voting Only] EC Voting Topic (Jessica)

a) No Minutes were recorded during this portion of the meeting.